

# GENERATIONAL CHARACTERISTICS

<b>CATEGORIES</b>	<b>BUILDERS/VETERANS TRADITIONALISTS</b>	<b>BABY BOOMERS</b>	<b>GENERATION X</b>	<b>GENERATION Y NEXTERS</b>	<b>????</b>
<u>Birth Date</u>	1925-1945	1946-1960	1961-1980	1981-2001	2002-2025
<u>Population</u>	55 million	76 million	60 million	74 million	
<u>Defining Events</u>	WW I and WW II Pearl Harbor Great Depression Korean War Atomic Bomb	Cold War Civil Rights Space Race Vietnam Television	Roe vs. Wade Fall of Berlin Wall Persian Gulf War AIDS Challenger Disaster Watergate Computers	World Trade Center Oklahoma Bombings Internet Globalization 9/11 Desert Storm Technology	
<u>Expected Education</u>	High school diploma	College degree	College plus some graduate education	Life long learning but no rush to start or finish college	
<u>Entertainment</u>	Radio, no TV	TV-3 channels	TV-30 + channels VCR Nintendo	TV-100 + channels Surfing the net Play Station, X Box	
<u>View of family</u>	Close family Married once	Dispersed family Divorce/remarriage	Latch key kids Single parent/blended families	Loose family structure Single parent	
<u>Role of Career</u>	Means for living One or two career positions	Central focus Six career positions	Irritant 12 <u>different</u> careers	Always changing 20 <u>different</u> careers	
<u>View of authority</u>	Honor and respect for leaders	Challenge leaders Never trust anyone over 30	Ignore leaders and don't try to become one	Respects authority but is not awed by it Defer to a team	
<u>Managing Money</u>	Save	Spend	Hedge	Spend parent's money	

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<u>Heroes</u>	FDR Churchill MacArthur, Patton, Montgomery, Eisenhower Ruth, Di Maggio	John/Jacqueline Kennedy Martin Luther King Ghandi John Glenn John Lennon	None	NYPD/NYFD Flight 93—Todd Beamer, Jeremy Glick, Mark Bingham... Mother Teresa Bill Gates Tiger Woods, Mark McGwire, Sammy Sosa Princess Dianna Christopher Reeves	
<u>Dating and sex</u>	Dated high school sweetheart Sex on your honeymoon	Dating around Sex in the backseat	Group dating Fear of one on one dating Sex as a means to intimacy Sex on the internet	Group dating Back to the basics— protected sex Love can wait	
<u>View of Technology</u>	Hope to out live it	Master it	Enjoy it	Employ it	
<u>Sayings</u>	No Sweat	No Problem	No Fear	No Whatever Want it right now	
<u>Communication Media Technology</u>	Radio Mimeograph Rotary phones Slide rules	TV Phonograph, 8 Track Tapes Touch tone phones Calculators	Video: Atari and Nintendo Computer games Desk top publishing Cell phone, Beepers Lap tops Cassette tapes	Internet Laser disk player DVD IPOD, MP3 Player Palm Pilots Smaller cell phones	

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<u>Success because...</u>	Fought hard & won it	Born and should have it	Adaptable	Tenacity	
<u>Interactive Style</u>	Team player	Self absorbed	Entrepreneur	Team player	
<u>View of the future</u>	Rainy day to work for Seek to stabilize	Now is more important Create it	Uncertain but manageable Hopeless	Optimistic Hopeful	
<u>Leisure is..</u>	Reward for hard work	The point of life	Relief	Part of life	
<u>Life Paradigm</u>	Be grateful you have a job	You owe me	Relate to me	Life is a cafeteria	
<u>Clothes</u>	Formal	Casual	Bizarre	Anything goes	
<u>War</u>	Win a war WW I & II Korean War	Why a war? Vietnam Cold war	Watch a war Iran hostage crisis Desert Storm live on TV	War on Terrorism Many locations (home and abroad)	
<u>Religious Characteristics</u>	Committed to church Enjoy Bible study Loyal to denominations Worship in reference	Committed to relationships Want to belong Supportive of people Want experiences with faith	Committed to family Local causes Short attention span Denominations not important Want faith that meets needs Want less structure	Committed to family Biblically illiterate Spiritually hungry Multiple expressions of worship Faith is something Judge not so no one will judge you Highly tolerant and open	

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<u>Characteristics</u>	Hard workers Savers Patriotic Loyal to institutions Private Dependable	Educated Desire quality Independent Cause-oriented Fitness conscious Question authority Groomed to explore inner world	Neglected by parents Loyal to relationships Serious about life Stressed out Self-reliant Skeptical Highly spiritual Survivors	Lowest parent to child ratio in USA history Cherished by parents “Decade of the Child” Groomed to achieve and excel Entrepreneurial hard workers who thrive on flexibility Extreme fun More law abiding Most socially conscious Most educated minded New confidence Volunteerism high	
<u>Core Values</u>	Dedication/sacrifice Hard work Conformity Law and order Respect for authority Patience Delayed reward Duty before pleasure Honor	Optimism Team orientation Personal gratification Health and wellness Personal growth Work Involvement	Diversity Thinking globally Balance Techno-literacy Fun Informality Self-reliance Pragmatism	Optimism Civic duty Confidence Achievement Sociability Morality Street smarts Diversity	

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<u>Feedback</u>	No news is good news	Once a year—with lots of documentation	Sorry to interrupt but how am I doing?	Whenever I want it at the touch of a button	
<u>Messages that Motivate</u>	“Your experience is respected here.” “It’s valuable to the rest of us to hear what has, and hasn’t, worked in the past.” “Your perseverance is valued and will be rewarded.”	“You’re important to our success.” “You’re valued here.” “What is your vision for this project?” “We recognize your unique and important contribution to our team.”	“Do it your way.” “We’ve got the newest hardware and software.” “There aren’t a lot of rules here.” “We’re not very corporate.”	“You’ll be working with other bright, creative people.” “Your mentor is in his/her sixties.” “You are making a positive difference to our company.” “You handled that situation well.”	

Ron Zemke, Clarie Raines, Bob Filipczak; *Generations at Work: Managing the Clash of Veterans, Boomers, Xers and Nexters in Your Workplace*, American Management Association, 2000

Lynne C. Lancaster and David Stillman; *When Generations Collide: Who They Are, Why They Clash, How to Solve the Generational Puzzle at Work*, Harper Business, 2002

Dennis Gaylor, “*Generational Differences*”; [www.reachtheu.com](http://www.reachtheu.com), 2002

It is important not to stereotype generations based upon the information in this chart. The information presented is generalized and should not be applied to all individuals born during the time frames listed.